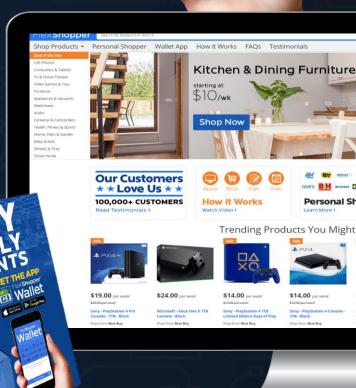
#### NASDAQ<sup>®</sup> FPAY

## FlexShopper®

The Omni-Channel Lease-to-Own Provider for Consumers and Businesses

May 2019 Investor Presentation



#### **Forward Looking Statements**

This presentation includes forward-looking statements that are made pursuant to the "safe harbor" provisions of the private securities litigation reform act of 1995. Forward-looking statements reflect our current views with respect to future events and involve inherent risks and uncertainties which could cause actual results to differ materially from our historical experience and present expectations or projections as a result of various factors, including those risks and uncertainties described in the risk factors and in management's discussion and analysis of financial condition and results of operations sections of the prospectus included in our registration statement on Form S-1 (No. 333-226823) and the Company's most recently filed annual report on form 10-k and subsequently filed quarterly reports on form 10-q, each filed with the Securities and Exchange Commission. One can find many (but not all) of these statements by looking for terms such as "believe," "expect," "hope," "project," "may," "will," "should," "could," "could," "seek," "intend," "plan," "estimate," "anticipate" and similar terms. all statements other than statements of historical facts included in this presentation, including statements regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements.

We urge you to consider those risks and uncertainties in evaluating our forward-looking statements. We caution readers not to place undue reliance upon any such forward-looking statements, which represent our estimates and assumptions only as of the date hereof. except as required by law, we undertake no obligation to update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise. We anticipate that subsequent events and developments will cause our views to change.

In this presentation, we refer to information regarding potential markets and other industry data. We believe that all such information has been obtained from reliable sources that are customarily relied upon by companies in our industry. However, we have not independently verified any such information.

This presentation includes calculations not calculated or presented in accordance with US GAAP. We believe these non-GAAP measures provide useful supplemental information for period-to-period comparisons of our business and can assist investors and others in understanding and evaluating our operating results. However, these non-GAAP measures should not be considered in isolation or as an alternative to any measures of financial performance calculated and presented in accordance with GAAP. Other companies may calculate this non-GAAP measure differently than we do.

The Company's guidance for Gross Lease Originations, Gross Revenue, Gross Profit and Adjusted EBITDA are forward-looking statements. They are subject to various risks and uncertainties that could cause the Company's actual results to differ materially from the anticipated targets. There can be no assurance the Company will meet these financial projections. Additionally, Gross Profit and Adjusted EBITDA are non-GAAP financial measures. Refer to the definitions of these measures under "Non-GAAP Measures," but note that information reconciling forward-looking non-GAAP measures to GAAP measures is not available without unreasonable effort.

The trademarks/logos appearing in this presentation belong to their respective owners and do not provide or imply any endorsement, sponsorship or affiliation.

## About US

#### Contact Us Hellol Login or Apply AOs Testimonials FlexBlog **Own In** 12 Months or Less Bad Credit OK 5 starting \$5/wk No Money Down 7 Weekly Payments Shop Now 90 Days Same as **Cash Price** Up to \$2,500 instant spending limit Apply Now - It's Free! Decision in Seconds Shopper Walle ADORAMA (INEA) Overstock Personal Shopper Learn More >

FlexShopper"

## FlexShopper®

#### lease to own the brands you love

# FIEX Shopper<sup>®</sup>

We facilitate both sides of consumers' Lease-to-Own purchases

#### FOR CONSUMERS (B2C)

FlexShopper"

Testimonials FlexBlog

Personal Shopper

starting \$5/wk

hop Now

Contact Us Hellol Login or Apply

**Own In** 

12 Months or Less

No Money Down <sup>7</sup>
Weekly Payments
90 Days Same as

Up to \$2,500 instant spending limit

Apply Now - It's Free!

**Cash Price** 

Shopper Wallet

A simple application completed online or in store provides immediate purchasing power to non-prime consumers to shop for what they want, where they want.

#### FOR RETAILERS (B2B)

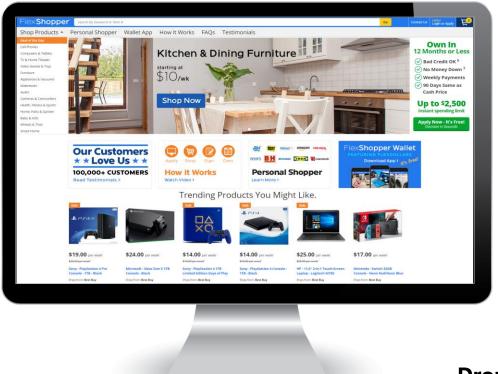
We provide an attractive alternative to their non-prime retail customers which helps retail partners SAVE THE SALE.



- Largest online Lease-to-Own (LTO) marketplace and unique, proprietary technology platform serve B2C and B2B channels
- Largely untapped \$25B addressable market
- Strong and consistent lease economics generating 1.4x cash lease portfolio returns
- Rapid revenue growth exceeding **\$100M in annual run-rate sales** in five years
- High repeat customer base and increasing customer lifetime value
- Diversified direct-to-consumer and B2B channels with increasing penetration of retail market



## We Moved a 60-Year Old Rent-to-Own Industry Online



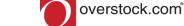
amazon

- Created the largest online marketplace with over 250,000 items
- Fully-automated the underwriting process
- Our primary marketplace retail partners are the largest online retailers in the world
- Dropship model with no inventory risk





Walmart



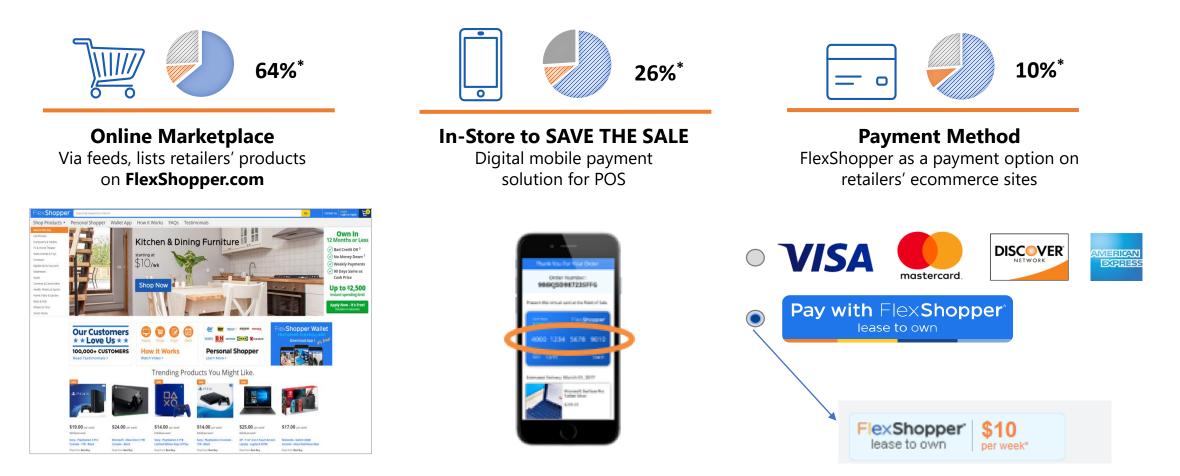






## The Only Omni-Channel LTO Provider

Allows retailers to reach an incremental, untapped market and "save the sale" with consumers that do not qualify for traditional credit



\*Note: Percentage of Gross Lease Originations (\$), YTD Mar 31st, 2019

## **Convergence of Forces Creating vLTO Market Opportunity**

- For over 60 years, customers went to physical RTO store locations
- Lease-to-Own transactions occurring outside of traditional brick and mortar rent-to-own stores created the virtual LTO (vLTO) market



## **FlexShopper Overview**

- We offer a 52-week term lease-to-own product with a spending limit that can be used across all channels
- Weekly payments are debited via automatic ACH gayments from a customer's bank account
  - After making all payments, the customer owns the merchandise
  - Customers can make a 90-day same as cash or early payoff after 90 days resulting in a 35% savings
  - At any time the customer can choose to return the merchandise to FlexShopper

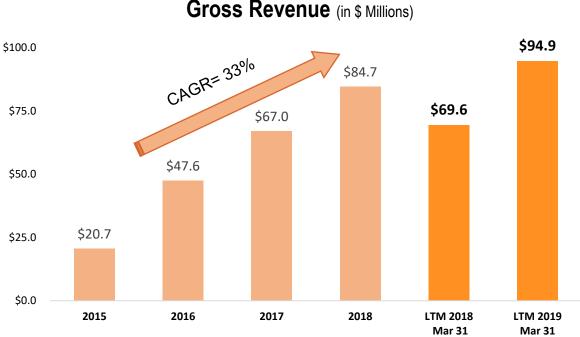
#### **Illustrative Economics**

- 1. Customer wants to lease a product
- 2. ACH-secured Lease-to-Own purchasing option

Future Value to FPAY

Value to Customer

= 1.0x



3. Assumes some customers utilize early payment option

Discounted Value to FPAY

= 2.1x

4. Bad-Debt Assumption of 33% or (0.7x)

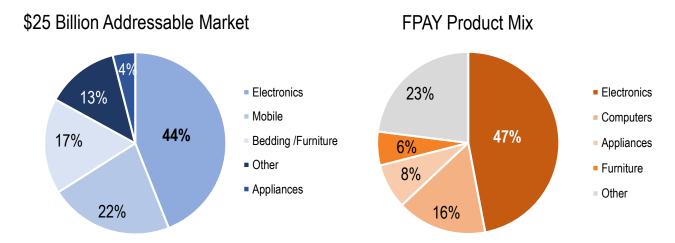
Net Value to FPAY

= 1.4x 40% Return

= 2.3x

## **Uniquely Positioned Business Model**

- 50 million American households are underbanked, subprime or credit invisible
- Traditional RTO providers focus on larger home goods
- FlexShopper specializes in the market's largest segment, consumer electronics



#### FlexShopper is the only Omni-Channel "pure play" vLTO company

#### FlexShopper®

- No brick and mortar stores or inventory
- Selection of 250,000+ items plus "endless aisle" alternatives both online and in-store; Largest LTO marketplace in US with high repeat customer base
- Automated underwriting process
- Four years experience underwriting e-commerce consumer electronics

#### Competitors

- Brick and mortar LTO sales continue to decline
- Minimal online shopping experience with a limited inventory selection
- Significant infrastructure costs supporting stores and inventory
- Longer in-store and online application process focused on underwriting a product/item instead of a spending limit

FlexShopper 10

Sources: Company, Wall Street Resources, Transunion

## Lease Origination Ecosystem

"Free" sales to retailers encourage their adoption of FlexShopper's B2B Solutions

	<b>Direct to Consumer (B2C)</b> build a relationship with the FlexShopper brand and a to develop a highly repeat base of customers	<b>Retail Partners (B2B)</b> Challenging retail climate leads to retailers embracing "save the sale" financing with new consumers.				
e-commerce Marketplace	FlexShopper.com; Core origination channel facilitating repeat customers	Online Payment Method	Offered to customers at check out on a retailer's website			
FlexShopper Wallet (App)	Smartphone app allowing consumers to instantly apply for a spending limit and lease-purchase the product by taking photos at any retailer	In-Store	<u>Old Way</u> : Use of tablets, kiosks, or POS integration <u>Our Way</u> : Mobile app with a virtual card that can be used to lease-purchase at retailers' POS with no integration			
Personal Shopper	An "endless aisle" feature that allows the customer to lease-purchase via item URL from any retail website	"Waterfall" Integrations	2 <sup>nd</sup> look financing alternative for retailers			
"Free" lease originations from retailers help subsidize FlexShopper's marketing costs						

## FlexShopper<sup>®</sup> Financials & Growth Drivers

#### NASDAQ<sup>®</sup> FPAY

### **Use of Non GAAP Financial and Adjusted Results**

Management believes that Gross Profit and Adjusted EBITDA, provide relevant and useful information which is widely used by analysts, investors and competitors in our industry in assessing performance.

Gross Profit represents GAAP revenue less the provision for doubtful accounts and cost of leased inventory and inventory sold. Gross Profit provides us with an understanding of the results from the primary operations of our business. We use Gross Profit to evaluate our period-over-period operating performance. This measure may be useful to an investor in evaluating the underlying operating performance of our business.

Adjusted EBITDA represents net income before interest, stock-based compensation, taxes, depreciation (other than depreciation of leased inventory) and amortization. We believe that Adjusted EBITDA provides us with an understanding of one aspect of earnings before the impact of investing and financing charges and income taxes. Adjusted EBITDA may be useful to an investor in evaluating our operating performance and liquidity because this measure:

- is widely used by investors to measure a company's operating performance without regard to items excluded from the calculation of such measure, which can vary substantially from company to company;
- is a financial measurement that is used by rating agencies, lenders and other parties to evaluate our credit worthiness; and
- is used by our management for various purposes, including as a measure of performance and as a basis for strategic planning and forecasting.

Gross Profit and Adjusted EBITDA are supplemental measures of FlexShopper's performance that are neither required by, nor presented in accordance with, GAAP. Gross Profit and Adjusted EBITDA should not be considered as substitutes for GAAP metrics such as operating loss, net income or any other performance measures derived in accordance with GAAP.

## **Consistent Growth Across all Channels**

Improved marketing efficiency and increased Retail originations drive growth

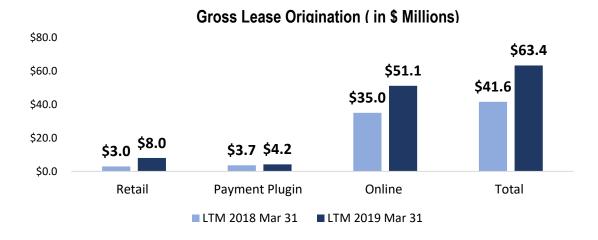
\$800

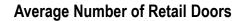
\$600

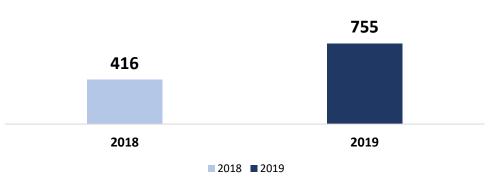
\$400

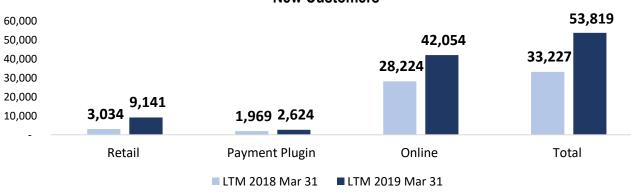
\$200

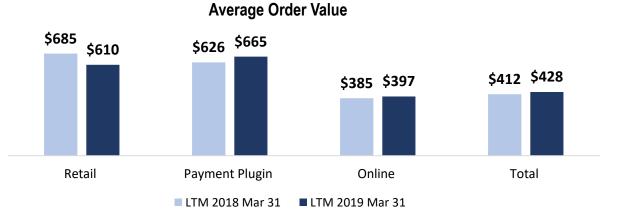
\$0











New Customers

#### NASDAQ FPAY

## **Consistent Topline & Bottom Line Growth**

Gross Originations (in \$ millions) \$75 \$63.4 \$58.3 \$60 \$41.6 \$40.0 \$35.2 \$45 \$21.8 \$30 \$15 \$0 2016 LTM 2019 2015 2017 2018 LTM 2018

\$25

\$20

\$15

\$10

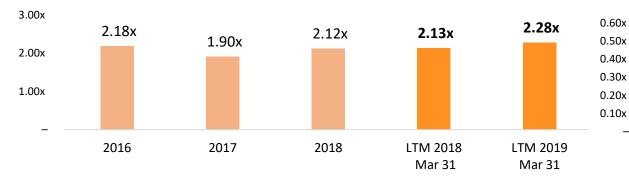
\$5

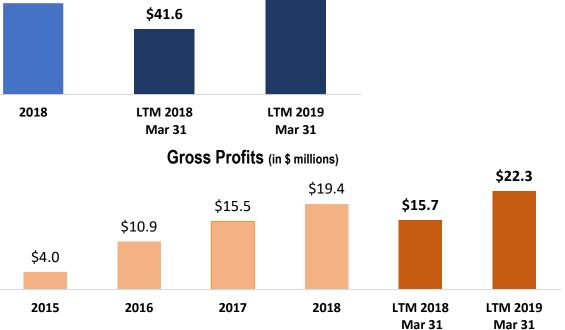
\$0

Gross Revenues (in \$ millions)

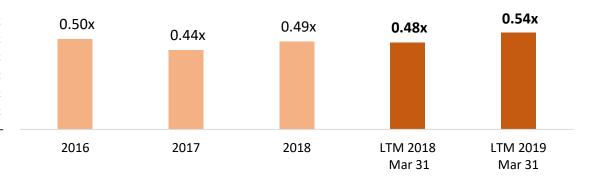


**Gross Revenues as a Multiple of Previous Year Originations** 





**Gross Profit as a Multiple of Previous Year Originations** 

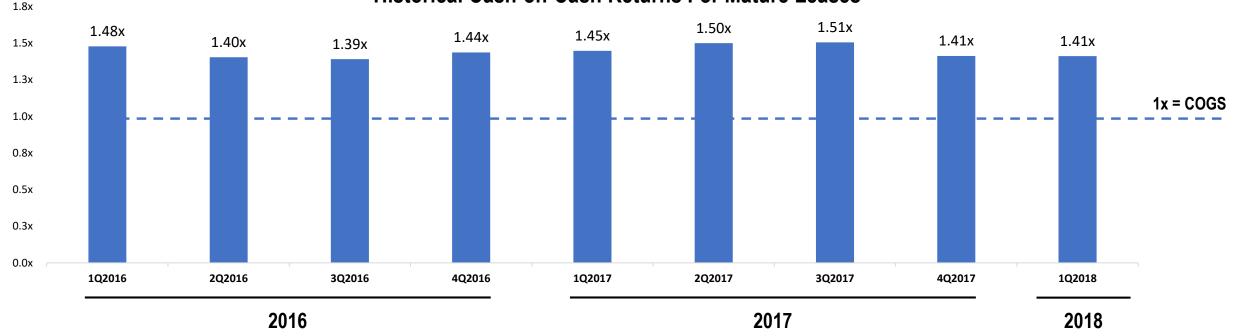


Flex Shopper 15

## **Portfolio Performance**

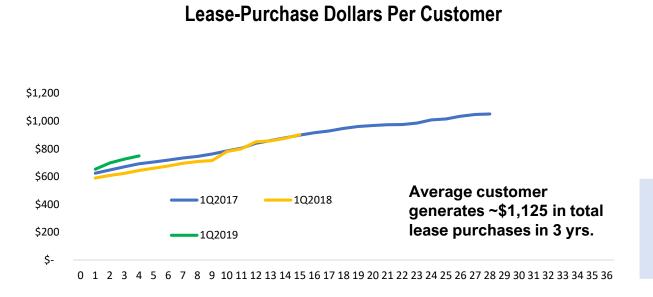
#### **Overview of Portfolio Performance and Management**

- Management focuses on its net cash on cash returns, when considering portfolio performance.
- Products are priced to deliver a 1.4x cash on cash return over the retail price of the product after factoring in losses.



Historical Cash-on-Cash Returns For Mature Leases

## **Customer Lifetime Value**



#### **Marketing Efficiency Illustration**

Avg. Total dollars per customer	\$1,125
Lease Profit	45%
Lease Profit per Customer	\$506
Customer Acquisition Cost	(\$93)
Profit Per Customer	\$413
Marketing Efficiency	4.4x

#### Strong gross margin and repeat business enhances returns

Months



#### **Customer Acquisition Cost**

## 2019 Outlook

Previous Guidance						
2019 Gross Revenue	> \$110M					
2019 Gross Profit	> \$25.0M					
2019 Adjusted EBITDA	> \$3.5M					
2019 Gross Originations	> \$70M					

Revised Guidance							
2019 Gross Revenue	> \$110M						
2019 Gross Profit	> \$25.5M						
2019 Adjusted EBITDA	> \$4.0M						
2019 Gross Originations	> \$70M						

## **Financial Summary – Management View**

Origination Detail		1Q2018		2Q2018	3	3Q2018		4Q2018		1Q2019	
Total Leases Originated		22,071		23,487		29,192		65,435		29,972	
Total Lease Originated (\$)	\$	9,220	\$	9,289	\$	12,449	\$	27,427	\$	14,100	
Average Order Value	\$	418	\$	395	\$	426	\$	419	\$	470	
Acquisition Cost (CPCu)	\$	154	\$	167	\$	137	\$	118	\$	93	
New Customer		7,615		7,531		11,631		25,518		9,139	
Dollars in thousands (\$000s)											
Income Statement		1Q2018		2Q2018	3	3Q2018		4Q2018		1Q2019	Sample Lease
Gross Revenue, net of cost of merchandise sold	\$	19,617	\$	18,263	\$	20,656	\$	24,769	\$	29,511	1,988
Allowance for Bad Debt		(5,175)		(5,483)		(5,905)		(6,676)		(7,345)	
Net Revenue, less cost of merchandise sold	\$	14,442	\$	12,780	\$	14,751	\$	18,093	\$	22,166	1,430
Cost of lease revenues, consisting of depreciation and impairment	nt										
of lease merchandise		(10,408)		(8,987)		(10,290)		(10,954)		15,278	1,000
Gross Profit	\$	4,034	\$	3,793	\$	4,461	\$	7,139	\$	6,888	430
Marketing		(1,169)		(1,260)		(1,596)		(3,022)		(849)	
Salaries and Benefits		(2,179)		(2,032)		(2,187)		(2,398)		(1,758)	
Other Operating Expenses		(1,553)		(945)		(1,687)		(2,530)		(2,596)	
Total Operating Expenses	Ś	(4,901)	\$	(4,237)	Ś	(5,470)	Ś	(7,950)	\$	(5,203)	
Pre-Marketing EBITDA	Ś	302	Ś	816	\$	587	Ś	2,211	\$	3,177	
Adjusted EBITDA	\$	(867)	\$	(444)	\$	(1,009)	\$	(811)	\$	2,328	
Depreciation & Amortization	\$	(568)	\$	(624)	\$	(658)	\$	(575)	Ś	(585)	
Interest Expense	Ŷ	(801)	Ŷ	(884)	Ŷ	(894)	Ŷ	(1,066)	Ŷ	(1,122)	
Stock Compensation		(501)		(23)		(29)		(32)		(26)	
Loss on extinguishment of debt		(30)		(23)		(127)		(32)		(20)	
Non recurring product/infrastructure expense						(/)				(92)	
Earnings Before Tax	Ś	(2,286)	Ś	(1,975)	\$	(2,717)	<u>\$</u>	(2,483)	Ś	<u> </u>	

## **Income Statement**

Income Statement	For the 3 Month	s Ended March 31,	For the 12 Months Ended December 31,		
	2019	2018	2018	2017	
Lease revenues and fees, net	\$21,784,779	\$14,161,578	\$59,219,472	\$46,276,924	
Lease merchandise sold	946,618	614,518	2,269,708	1,634,233	
Total Revenues	22,731,397	14,776,096	61,489,180	47,911,157	
Cost of lease revenues, consisting of depreciation and impairment of lease merchandise	15,277,939	10,407,746	40,639,232	31,453,246	
Cost of lease merchandise sold	565,007	333,763	1,423,526	998,800	
Marketing	848,546	1,168,950	7,046,812	6,094,330	
Salaries and benefits	1,758,087	2,179,376	8,796,011	7,862,714	
Other operating expenses	2,596,282	2,038,938	8,761,815	7,664,566	
Total Costs and Expenses	21,045,861	16,128,773	66,667,396	54,073,656	
OPERATING INCOME / (LOSS)	1,685,536	(1,352,677)	(5,178,216)	(6,162,499)	
Loss on extinguishment of debt	-	-	126,622	-	
Interest expense including amortization of debt issuance costs	1,181,993	933,667	4,156,424	2,168,262	
NET INCOME / (LOSS)	503,543	(2,286,344)	(9,461,262)	(8,330,761)	
Cumulative dividends on Series 2 Convertible Preferred Shares	609,168	603,680	2,426,840	2,316,396	
Net loss attributable to common shareholders	(105,625)	(2,890,024)	(11,888,102)	(10,647,157)	
Basic and diluted (loss) per common share					
Basic and diluted shares	17,650,847	5,294,501	8,574,569	5,290,944	
Adjusted EBITDA					
Net Income / (Loss)	503,543	(2,286,344)	(9,461,262)	(8,330,761)	
Amortization of debt costs	60,265	132,404	511,085	473,616	
Other amortization and depreciation	524,703	435,674	1,914,084	1,616,964	
Loss on extinguishment of debt	-	-	126,622	-	
Interest expense	1,121,728	801,263	3,645,339	1,694,645	
Stock compensation	25,529	49,702	133,428	113,952	
Non recurring product/infrastructure expenses	92,297	-	-	-	
Adjusted EBITDA	2,328,065	(867,301)	(3,130,704)	(4,431,584)	

#### For the Periods Ended

## **Balance Sheet**

March 31, 2019 December 31, 2018 December 31, 2017

Cash	\$2,647,056	\$6,141,210	\$4,968,915
Accounts receivable, net	6,510,338	6,375,963	4,259,468
Prepaid expenses	335,484	317,160	321,035
Lease merchandise, net	28,181,941	32,364,697	21,415,322
Total current assets	37,674,819	45,199,030	30,964,740
PROPERTY AND EQUIPMENT, net	3,497,073	3,336,664	2,948,164
OTHER ASSETS, net	149,852	90,621	95,722
Total assets	41,321,744	48,626,315	34,008,626
Current portion of loan payable under credit agreement to beneficial shareholder net of \$222,526 at 2019 and \$167,483 at 2018 and \$118,404 at 2017 of unamortized issuance costs	18,372,922	14,252,717	14,094,096
Accounts payable	3,105,990	8,317,216	7,702,145
Accrued payroll and related taxes	195,530	393,095	404,346
Promissory notes net of \$32,574 at 2019 and \$0 at 2018 of unamortized issuance costs	3,762,526	1,814,771	
Accrued expenses	1,012,131	1,335,505	786,095
Total current liabilities	26,543,348	26,113,304	22,986,682
Loan payable under credit agreement to beneficial shareholder net of \$54,869 at 2019 and \$164,752 at 2018 and \$39,468 at 2017 of unamortized issuance costs and current portion	4,530,310	14,020,335	4,698,032
Promissory notes net of \$22,001 at 2019 and \$0 at 2018 of unamortized issuance costs and current portion	1,164,789	-	-
Lease liabilities less current portion	37,202	-	-
Total liabilities	32,275,649	40,133,639	27,684,714
STOCKHOLDERS' EQUITY			
Series 1 Convertible Preferred Stock, \$0.001 par value- authorized 250,000 shares, issued and outstanding 171,191 and 239,405 and 243,065 shares at \$5.00 stated value	855,955	1,197,025	1,197,025
Series 2 Convertible Preferred Stock, \$0.001 par value- authorized 25,000 shares, issued and outstanding 21,952 shares at \$1,000 stated value	21,952,000	21,952,000	21,952,000
Common stock, \$0.0001 par value- authorized 40,000,000 shares, issued and outstanding17,666,193 at 2019 and 17,579,870 shares at 2018 and 5,294,501 at 2017	1,767	1,758	529
Additional paid in capital	34,465,425	34,074,488	22,445,691
Accumulated deficit	(48,229,052)	(48,732,595)	(39,271,333)
Total stockholders' equity	9,046,095	8,492,676	6,323,912
Total liabilities and stockholder's equity	41,321,744	48,626,315	34,008,626



Cash Flow Statement	2019	2018	2018	2017
Net Income / (Loss)	503,543	(2,286,344)	(9,461,262)	(8,330,761)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities:				
Depreciation and impairment of lease merchandise	15,277,939	10,407,746	40,639,232	31,453,246
Other depreciation and amortization	584,968	568,078	2,410,537	2,090,581
Compensation expense related to issuance of stock options and warrants	36,729	49,702	133,428	113,952
Provision for doubtful/uncollectible accounts	7,344,944	5,175,318	23,239,189	19,135,207
Loss on debt extinguishment	-	-	126,622	-
Payment of interest in kind under promissory notes	167,119	-	64,771	-
Payment of interest in kind under credit agreement	-	-	248,535	-
Accounts receivable	(7,479,319)	(4,690,455)	(25,355,684)	(21,212,888)
Prepaid expenses and other	(17,624)	(361,718)	6,844	32,296
Lease merchandise	(11,095,183)	(7,947,647)	(51,588,607)	(34,298,108)
Security deposits	(60,000)	-	2,025	(10,206)
Accounts payable	(5,211,226)	(2,704,981)	827,715	3,784,397
Accrued payroll and related taxes	(197,565)	(229,283)	(11,251)	108,013
Accrued expenses	(320,979)	(3,774)	557,648	535,437
Net cash (used in) provided by operating activities	(466,654)	(2,023,358)	(18,160,258)	(6,598,834)
CASH FLOWS FROM INVESTING ACTIVITIES				
Purchases of property and equipment, including capitalized software costs	(553,184)	(307,340)	(2,284,876)	(2,021,538)
Net cash (used in) investing activities	(553,184)	(307,340)	(2,284,876)	(2,021,538)
Proceeds from exercise of stock options	-	-	-	15,000
Proceeds from exercise of warrants	-	-	1,750	-
Proceeds from promissory notes	2,940,000	3,465,000	3,465,000	-
Proceeds from loan payable under credit agreement	1,241,328	1,550,000	19,366,359	10,450,000
Proceeds from public offering	-	-	10,007,500	-
Refund of equity issuance related costs	13,147	-	(1,123,419)	-
Repayment of loan payable under credit agreement	(6,665,989)	(5,855,000)	(9,959,607)	(2,288,208)
Repayment of installment loan	(2,802)	-	(11,208)	-
Debt issuance related costs	-	-	(128,946)	-
Net cash provided by (used in) financing activities	(2,474,316)	(840,000)	21,617,429	8,176,792
(DECREASE)/INCREASE IN CASH	(3,494,154)	(3,170,698)	1,172,295	(443,580)
CASH, beginning of period	6,141,210	4,968,915	4,968,915	5,412,495
	2,647,056	1,798,217	6,141,210	4,968,915
CASH, end of period	2,047,030	1,130,211	0,141,210	4,900,913

For the 3 Months Ended March 31,

For the 12 Months Ended December 31,



- Largest online Lease-to-Own (LTO) marketplace and unique, proprietary technology platform serve B2C and B2B channels
- Largely untapped \$25B addressable market
- Strong and consistent lease economics generating 1.4x cash lease portfolio returns
- Rapid revenue growth exceeding **\$100M in annual run-rate sales** in five years
- **High repeat customer base** and increasing customer lifetime value
- Diversified direct-to-consumer and B2B channels with increasing penetration of retail market



# FIELD TO THE BURGLE VIELON

#### lease to own the brands you love

#### **Investor Relations Agency**

Jeremy Hellman Senior Associate The Equity Group 212-836-9626 jhellman@equityny.com

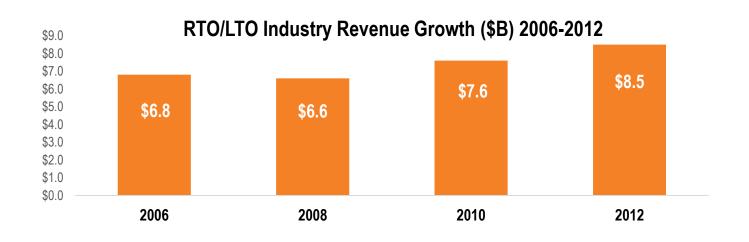
FlexShopper, Inc. Investor Relations ir@flexshopper.com FlexShopper, Inc.

# FIEXShopper®

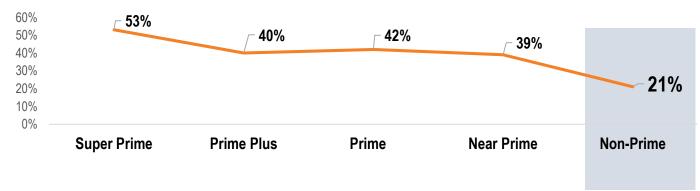
lease to own the brands you love

## Appendix

## **Historically a Recession Resilient Industry**



**Delinquency Volatility by Credit Segment** 



- Minimal impact in last recession and rebounded immediately after the 2008 Financial Crisis
- Non-Prime is the least volatile credit sector during a credit downturn
- RTO consumer base least impacted by economic cycles

Sources: APRO and TransUnion data

## **B2B Growth Drivers**



#### **Native Mobile Application**

Virtual debit card generated by FlexShopper mobile application pays retailer at POS, allowing retailer adoption with no integration



#### Veteran Retail Personnel

Vice President of Retail Partnerships has 22 years experience in the "save the sale" space and a strong network of retail relationships



#### **Turndown Offering**

The Company is seeking arrangements whereby FPAY will receive declines from second-look financing companies that offer loan products with APRs of ~20% (i.e. third-look product offering)

## **B2C Growth Drivers**



#### **Marketplace Fees**

The value of the FlexShopper relationship will allow the Company to charge retailers up to 8% for marketplace sales (online B2C). This fee structure has already been finalized with one of FPAY's primary furniture partners



#### **FlexShopper Plus**

"Upstream" product for consumers that deserve a lower rate and find LTO too expensive. Enables FlexShopper to monetize more site traffic and increase conversion



#### FlexShopper Ambassador Program

New lease channel focusing on a direct sales program that pays ambassadors referral fees. The refer-a-friend payout is lower than other B2C acquisition channels

## **Entire Business Growth Drivers**



#### **Digital Marketing Expansion**

Significant growth enhancements realizable in digital marketing channels for both prospecting and remarketing



#### **Underwriting Innovation**

Continue to safely expand approval rates targeting higher quality consumers and introducing new channels and products. Higher approval rates translates into lower CPCu, which means additional scaling through affiliates, turn-downs, etc.



#### Add on Products

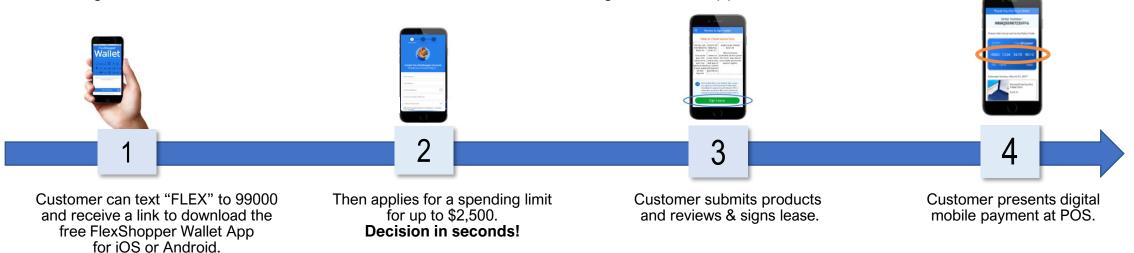
Club and Loss Damage Waiver products traditionally make up ~20% of brick and mortar LTO revenue and provide high margin ancillary revenue

**FlexShopper Club:** Complementary add-on revenue channel that offers wellness, medical and lifestyle benefits for low monthly fees. This is a high margin product administered by a third-party **Loss Damage Waiver:** New billing system will enable for sale of "warranty-type" product for repairs, theft, etc.

## **Competitive Advantages**

	Bank account required	Debit/Credit card required	Number of application fields	Down Payment / Application Fee	Incremental cost for 90- Days Same-as-Cash	Pay at Register	Seamless LTO Checkout on your e-commerce site
Flex Shopper* lease to own the brands you love	Yes	No	26	<b>No</b> First Payment is First Friday After Delivery	\$50	Yes	Yes
Competitors	Yes	Yes	45+	Yes	~10% of Retail Price	No	No

#### An "Integration-less" Solution at the POS; Faster to Roll-Out Through Custom Apps



## **Management Team**

**Brad Bernstein, Director, President & CEO**, is a co-founder of FlexShopper, Chief Executive Officer, President, and a Member of the Board. Mr. Bernstein served as President and Chief Financial Officer of the Company from January 2007 through December 2014, during which time the Company was named Anchor Funding Services, Inc. and primarily engaged in the business of providing accounts receivable financing to businesses in the United States. Mr. Bernstein became CEO of FlexShopper in December 2014. Previously, Mr. Bernstein was employed by Preferred Labor LLC from March 1999 through January 2007. Mr. Bernstein served Preferred Labor LLC as its Chief Financial Officer and later as its President. Before joining Preferred Labor LLC, Mr. Bernstein was a partner of Miller, Ellin Consulting Group, LLP, where he advised commercial and investment banks, asset-based lenders, and alternative finance companies in connection with debt or equity investments. Mr. Bernstein has used his banking relationships to raise debt and negotiate and structure financing for companies. Mr. Bernstein brings to the Board his financial and business expertise as a Certified Public Accountant. Mr. Bernstein received a Bachelor of Arts degree from Columbia University. Mr. Bernstein's executive experience with FlexShopper positions him well to serve as the Chairman of the Board.

**Russ Heiser, CFO,** has served as our Chief Financial Officer since December 2015. From July 2015 to December 2015, Mr. Heiser served as a consultant to the Company. From 2008 to 2015, Mr. Heiser served as an advisor to family offices in South Florida. In this role, Mr. Heiser focused on venture capital and private equity investments and was responsible for sourcing, financial analysis, transaction execution and management of portfolio companies across a variety of sectors. From 2004 to 2008, Mr. Heiser was an Executive Director in the Investment Banking Division at UBS in New York and, from 2001 to 2004, was an Associate in the Investment Banking Division at Bear, Stearns & Co. in New York. Mr. Heiser received his BS in Accounting from the University of Richmond and an MBA from Columbia Business School. Over the course of his career, Mr. Heiser has earned both CPA and CFA designations.

**Ravi Radhakrishnan, CRO,** has served as our Chief Risk Officer since February 2016 and was appointed as an executive officer of the Company in April 2018. In his role, Mr. Radhakrishnan manages the Company's underwriting and lease portfolio strategies and heads the Company's data science team. From 2012 to 2016, Mr. Radhakrishnan led credit valuations strategy for Bank of America's card division as a Senior Vice President. There, he helped implement profitability-driven underwriting across the risk segments and products for its multi-billion dollar consumer portfolio asset. Previously, he managed the Decision Insights group for JPMorgan Chase Bank to drive growth through advanced analytics. Before that, he spent a decade at Capital One and HSBC Banks managing their customer acquisition programs for direct channels. Mr. Radhakrishnan received his MS in Industrial & Systems Engineering from Virginia Tech and BS in Engineering from Regional Engineering College in India.

### **Board of Directors**

**Howard Dvorkin**, is the Chairman of the Board and has been a director since December 2018. Mr. Dvorkin is a serial entrepreneur, a two-time author, personal finance expert and Chairman of Debt.com. He has focused his professional endeavors in consumer finance, technology, media and real estate industries. He has created successful businesses in these sectors including Debt.com, Financial Apps, Consolidated Credit, Start Fresh Today and Lifestyle Magazines, among others. He has played an instrumental role in drafting both State and Federal Legislation and was a consultant to the Board of Directors for the Association of Credit Counseling Professionals and is the past president of the Association of Independent Consumer Credit Counseling Agencies (AICCCA). Howard dedicates time to the National Leadership Council at American University and the Kogod School of Business inducted him into the prestigious 1923 Society at American University. He graduated from the University of Miami with a Master's Degree in Business Administration and received his Bachelor of Science Degree in Accounting from the American University. He is currently listed in the Marquis Who's Who in the Finance Industry and is part of the premier group of CPAs that are recognized with the Chartered Global Management Accountant (CGMA) designation.

James D. Allen, has been a director since February 2016. Mr. Allen currently serves as Chief Financial Officer of Hollander Sleep Products, LLC. From July 2003 through November 2014, Mr. Allen served as VP Operations and Group CFO of Sun Capital Partners, a leading global private equity firm with an excess of \$10 billion under management. From August 2008 through September 2014, Mr. Allen was a Partner and Group CFO of London-based Sun European Partners. From July 2002 to July 2003, Mr. Allen was CAO of Mattress Firm, Inc. and served for eight years in various capacities (President and COO, CFO and President of two operating divisions) at Tandycrafts, Inc. (NYSE: TAC). Mr. Allen was a Senior Manager at the accounting firm of Price Waterhouse (now PwC). Mr. Allen received a B.B.A. degree, majoring in management and accounting, from Evangel University in Springfield, Missouri.

**Sean Hinze.** Sean Hinze has been a director since November 2018. Mr. Hinze is a senior vice president in the portfolio management group at PIMCO focusing on special situations and private equity investments. Prior to joining PIMCO in 2013, he was an investment banker at Goldman Sachs, covering the technology and financial sectors. He also served six years in the U.S. Army and Air Force, with his last assignment as a Captain and combat adviser to the Iraqi Army. He has eight years of investment and financial services experience and holds an MBA from the Anderson School of Management at the University of California, Los Angeles, and an undergraduate degree in aerospace engineering from the University of Texas at Austin.

**T. Scott King**, has been a director since November 2014. From April 2014 through September 2014, Mr. King served as Interim Chief Executive Officer of Gordmans Stores, Inc. (NASD: GMAN). Mr. King has also served as Chairman of the Board of Gordmans Stores, Inc. From 2003 through 2014, Mr. King served as Senior Managing Director of Operations of Sun Capital Partners. From 1999 through 2003, he served as President and Chief Executive Officer of Waterlink Inc. Prior to his tenure at Waterlink Inc., Mr. King was employed for approximately 20 years with Sherwin-Williams Company. Mr. King has served on the Board of Directors of The Limited, ShopKo, Furniture Brands Inc. and Boston Market. He also served on the Board of Advisors of State University of New York at Oswego, School of Business, where he received his Bachelor of Arts in Business.

**Carl Pradelli**, has been a director since July 2014. Since 2002, Mr. Pradelli has served as President, CEO, co-founder and a director of Nature City LLC. Nature City LLC principally markets via direct mail and e-commerce channels. From 2002 through 2011, Mr. Pradelli also served as President, CEO and co-founder of Advanced Body Care Solutions. Previously, he served as Senior Vice President of the investment banking firm Donaldson, Lufkin & Jenrette, which was acquired in 2000 by Credit Suisse First Boston. From 1999 to 2004, Mr. Pradelli served as a director of Duane Reade, Inc. and on its compensation and governance committees. Mr. Pradelli received an MBA from Wharton Business School at the University of Pennsylvania and a Bachelors of Science in Finance and Accounting from Stern School of Business at New York University.

## **Capitalization Table**

Common Shares Outstanding	17,666,193
Preferred Shares Series 1 (as converted to Common)	216,637
Preferred Shares Series 2 (as converted to Common)	5,639,745
Warrants (WAEP \$1.65)	7,335,274
Options (WAEP \$3.59)	605,400